

Meeting Planning Academy™ presents
In the Trenches Training for Suppliers

A Strategic Blueprint to Getting Meeting Planner's Business in 2008 and Beyond

Presented by:

Cathy Clifton, CMP, CMM and Mary E. Young, CMP
Co-Founders, Meeting Planning Boot Camp™

Program Highlights:

How & Why Meeting Planners put an RFP together

The starting steps planners take to create a detailed RFP and why they want you to read it. We'll cover how you can gather the information if they're not giving it to you in an organized format.

Avoiding the Round File: How to Answer A Request for Proposal (RFP)

Key information will be given to help get your proposals to the top of the pile. You'll learn how much information to provide; how to organize & present, what to leave out and why timing is important.

How to Conduct a Site Visit that will Book the Business

See a site visit from the planner's point of view and how to maximize your time and efforts to show your facility. Learn how the top performers book business on sites.

Etiquette and Working with Meeting Planners

You'll learn how to discover the best way to communicate with planners and why certain methods are more effective.

Comprehensive handouts including sample RFP's will be provided. The class is 4 hours in length and can be run from 8 am - 12 noon or 1 pm - 5pm. We can also customize any of the above to fit your membership.

Fees & Set Up:

\$1,500 up to 25 attendees 26 to 50 - **\$3,000** more than 50- **\$6,000**
screen

(2) wireless lavalier microphones for groups over twenty people

Travel Expenses:

1-2 night hotel accommodations and airfare for two.

About the Faculty

Cathy Clifton, CMP, CMM

President/Owner - C² & Company Meetings and Events

Cathy has been involved in the meetings industry for over 12 years, first as a meeting planner, then Director of Meetings Management at Maricopa Integrated Health System. She earned her CMP in 1996 and was named MPI's planner of the year in 1997. Then in 1998, she jumped at the opportunity to start her own meeting and event planning company and has enjoyed tremendous success ever since.

C² & Company has been consistently named one of the top 20 meeting planning companies by the Phoenix Business Journal and Today's Arizona Women Magazine. Ms. Clifton is a Past President of the Arizona Sunbelt Chapter of MPI, past member of MPI's International Chapter Leadership Committee and has spoken to numerous industry groups on topics such as *Contract Negotiations*, *Strategic Partnering* and *How to Close the Deal with a Seasoned Meeting Planner*.

Mary E. Young, CMP

President/Owner - M.Y. Events, Inc.

A veteran of the hospitality industry, Mary has worked in restaurants, hotels & resorts, tourism, professional sports and meeting planning for over 20 years. After graduating with a degree in Hotel & Restaurant Management from the University of Wisconsin-Stout, she began her career as a Corporate Trainee with Hyatt Hotels in Minneapolis. Following a move to Arizona, she worked at the Arizona Biltmore and Arizona State University as the Skybox Liaison for Sun Devil Stadium. She has also worked with the Scottsdale Plaza, Motorola, the State Bar of Arizona and National Speakers Association.

M.Y. Events was established in 1997 and has consistently been named one of the Top Meeting Planners by the Phoenix Business Journal. Ms. Young is a past board member of the Arizona Sunbelt Chapter of MPI. Her additional seminar topics include *The Nuts & Bolts of Silent Auctions*, *Outdoor Weddings & Events* and *Golf as a Fundraiser*.